



MonierLifetile®

Changing the way people think about roofs.

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FOR IMMEDIATE RELEASE

**MONIERLIFETILE CONTINUES TO EXPANDS ITS
E-COMMERCE PLATFORM AND SERVICES**

IRVINE, Calif. (September 2008) – Responding to consistent growth in the use of online web services, MonierLifetile, has expanded its current E-Commerce program and service offering to benefit all industry channel members including builders, architects, distributors, direct and indirect roofers.

In 2007, approximately 96 percent of MonierLifetile's sales were represented by direct customers who did business through the My MLT portal accessed through the Company's web site at www.monierlifetile.com.

"MonierLifetile's Web services have made doing business easier and faster," said Sandra Tucker of Bradco Supply in Ft Lauderdale, Florida. "Before I had to wait for my roofer's purchase order to be faxed over, create a purchase order in my system, then input the order on My MLT. Now, my customers create orders online and then I just go in and apply my purchase order to it and save. It doesn't take me 10 minutes to create an order anymore."

MonierLifetile's E-commerce services allows for all users to set up individual membership accounts specifically relating to their business. Programs can be accessed based on what type of an account a customer may have. Listed below is a sampling of the E-Commerce programs found on My MLT:

- SOS (Sales Order Status) – users can check the status of their orders
- DOD (Documents on Demand) – members request immediate receipt of MonierLifetile's most frequently requested reports and documents
- DOE (Direct Order Entry) – customers can place orders directly with MonierLifetile 24 hours a day, 7 days a week

- SOE (Sample Order Entry) – tile and component samples and literature orders can be placed and then tracked online through DHL’s tracking system
- PQM (Project Quote Maintenance) – vehicle to create new projects that include or exclude MonierLifetile pricing
- RHL (Reference Home Listing) – a way for customers to find installed addresses of MonierLifetile products to go look at

Customers use multiple facets of MonierLifetile’s E-Commerce Platform and can choose the way they want to do business with the company. Some customers send their orders to MonierLifetile via EDI and then check status and change the orders using web services. Other customers still fax their orders in but can retrieve documents from the online services

“MonierLifetile’s web services are fantastic! It’s easy to create my own orders and check on my open ones. I like it much better than faxing in my PO’s and waiting for the order status,”– commented Christine Lowe of Roofmart, Alberta Inc., Kelowna, British Columbia.

One of the latest additions to MonierLifetile’s online services includes its freight delivery to “sold-to” customers – distributors and direct roofers. The program is offered through the My MLT portal at the time of order and provides delivery from our manufacturing locations to anywhere in the continental U.S. at competitive rates. Customers can enter their orders on-line, choose the freight option and receive a confirmation with the freight cost.

This month, MonierLifetile announced enhancements to its tile sample program along with the addition of component samples and literature to their online ordering capabilities. Customers can now order MonierLifetile product literature and roof system components samples via the My MLT portal or at www.monierlifetile.com.

For information on the many e-commerce applications offered by MonierLifetile, visit www.monierlifetile.com and choose the My MLT button from the home page.

About MonierLifetile:

Based in Irvine, Calif., MonierLifetile is a leading manufacturer of premium, high quality concrete tile roof systems. MonierLifetile has 14 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.